

“Placerville, a Unique Historical Past Forging into a Golden Future”

Development Services Department Staff Report
July 2, 2019 Planning Commission Regular Meeting
Prepared By: Andrew Painter, City Planner
Item#: 6.1



Subject: 88 Main Street - SPR 90-08-R3 - Amendment to an Approved Master Sign Plan

Summary Recommendation: Conduct a public hearing to consider an amendment (major change) to the Planning Commission previously approved Master Sign Plan for SPR 90-08 for the addition of two wall signs. Make findings then conditionally approve the request.

Project Description: This applicant is proposing a Major Change to the Master Sign Plan for the previously approved Site Plan Review by the Planning Commission in 1990, as amended in 2010 and 2011. The request if approved would authorize the following:

1. Addition of a fifth and sixth sign in excess of the four total signs authorized by Commission action in 2011.
2. Addition of 21.44 square feet of sign area for a total of 173.22 square feet, exceeding by 2.22 square feet of the total aggregate onsite sign area of 171 square feet authorized by Commission action in 2011.

Business need is the primary reason for the additional signs and sign area, as signs would improve public visibility of the business, along with advertising that a convenience store is present onsite.

Table 1 is a list of all existing and the proposed signage for the Master Sign Plan program.

Table 1 – Existing and Proposed Signage

<u>Existing or Proposed Signage</u>	<u>Lighting</u>	<u>Sign Dimension and Area</u>	
Existing Ground (Monument) Sign	Internally illuminated	6'-1½" x 7'-2½"	44.15 Sq. Ft.
Existing Pole Sign	Internally illuminated	8'-¼" x 11'-11¼"	95.75 Sq. Ft.
Existing Pump Canopy Wall Sign (north elevation)	Internally illuminated	2'-9" x 2'-9"	5.94 Sq. Ft.
Existing Pump Canopy Wall Sign (east elevation)	Internally illuminated	2'-9" x 2'-9"	5.94 Sq. Ft.
Total Existing Sign Area:			151.78 Sq. Ft.
Proposed Pump Canopy Wall Sign (west elevation)	Internally illuminated	2'-9" x 2'-9"	5.94 Sq. Ft.
Proposed Wall Sign on Convenience Store (north elevation)	Internally illuminated	1'-6" x 10'-4"	15.50 Sq. Ft.
Total Proposed Sign Area:			21.44 Sq. Ft.
Total Aggregate Sign Area:			173.22 Sq. Ft.

Site Description: The 88 Main Street project site contents include an existing approximately 1,800 square foot convenience market building, as well as two fuel pump islands with canopy, parking, lighting, signage, a CMU retaining wall, landscaping, one ground sign along the west

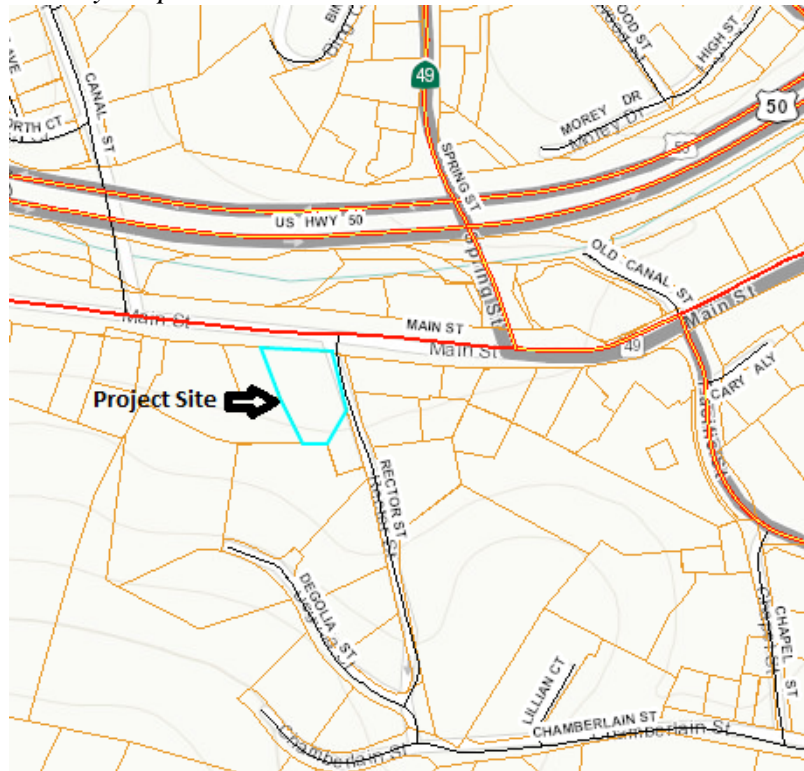
property line, a pole sign located adjacent to the eastern (Rector Street) property line, and curb, gutter and sidewalk improvements along the Main Street parcel frontage.

The site is located within the lower Main Street area of downtown Placerville. Zoning for this portion of Main Street is Central Business District (CBD). This area contains retail, retail services, professional business offices and eating and drinking establishment uses. South and uphill of the site are single-family residential uses on approximately 0.5 acre parcels and the City Cemetery. Caltrans US Highway 50, a state designated Scenic Highway, is located north of the site and is parallel to Main Street.

Project Data:

<i>Applicant:</i>	Michael Ford, All Sign Services
<i>Property Owner:</i>	Abdul Hamid, Fuel 4 Less Corporation
<i>Location:</i>	88 Main Street
<i>Assessor's Parcel No.:</i>	003-051-036
<i>Lot Size:</i>	0.38 acres (16,553 square feet)
<i>General Plan Land Use:</i>	Central Business District (CBD)
<i>Zoning:</i>	Central Business District (CBD)
<i>Applicable Regulations:</i>	Placerville Zoning Ordinance: Section 10-4-9: Site Plan Review; Section 10-4-17(H): Sign Regulations – Master Sign Plan

Vicinity Map:



Site Development and Master Sign Plan Background: Since the 1940's the site has contained a gasoline station. For many years the site was a Standard Oil, then a Chevron full service station. In 1990 vehicle lube bays were converted into a convenience market under Site Plan Review (SPR) 90-08 and Conditional Use Permit (CUP) 90-09 that established the architecture and color scheme of a typical Chevron facility, along with a sign plan. SPR 90-08 permitted two

signs for the site, an internally illuminated ground sign along the west property line with approximately 46 square feet of sign area, and an internally illuminated pole sign along the east property line. The pole sign cabinet of unknown area was removed in 2003 when Chevron abandoned the site.

January 2010: The Commission conditionally approved an amendment to SPR 90-08. Approved Master Sign Plan consisted of 75 square feet of sign area for one price sign and two pump canopy signs.

November 2011: SPR 90-08 was amended a second time, modifying the Master Sign Plan with the addition of a fourth sign, a pole sign with 96 square feet of sign area mounted at 36 feet in height. Total sign area authorized was 171 square feet ($75 + 96 = 171$). Note: Of the authorized total signs and sign area, four signs with 151.78 square feet of aggregate sign have been approved and installed under City construction permit.

Applicable General Plan Goals and Policies: The project site is designated Central Business District on the General Plan Land Use Map. To approve the proposed project, the Planning Commission must determine that the request is consistent with applicable General Plan goals and policies. Staff has identified the following goals and policies as most relevant to the proposed project:

Natural, Cultural, and Scenic Resources Element

Goal I: To protect and enhance Placerville's community character and scenic resources.

Policy 7. *The City shall protect the visual character of scenic street and highway corridors.*

Community Design Element

Goal A: To preserve and enhance the overall visual attributes of Placerville.

Policy 6. *The City shall maintain and/or enhance the visual character of scenic street and highway corridors.*

Goal B: To protect and upgrade the visual and historical character of downtown.

Policy 2. *The City shall promote the enhancement of commercial buildings and properties.*

Goal J: To promote development of aesthetic and functional signage and reduce visual clutter.

Policy 1. *The City shall only allow new signs that are appropriate in design and scale, while making adequate provisions for business identification.*

Zoning Regulations:

Major Change

Under Zoning Ordinance Section 10-4-9 (P), a "major change" to an approved Site Plan Review is any change that would alter the appearance, character or intent of the approved site plan. Sign modifications are listed under this section as an example of a major change.

Major changes to an approved SPR may only be approved by the Planning Commission after conducting a public hearing. The Commission is required to consider the criteria provided under subsection (G) of the Site Plan Review Ordinance before it may approve, approve with conditions, or disapprove a Site Plan Review application, including a request for a major change to an approved SPR.

The following Site Plan Review criteria appear relevant to the business signs.

Section 10-4-9(G)5(a), (c), (d), and (e):

Signs:

- (a) Wall signs shall be accomplished in continuity with the architectural concept. Size, color, lettering, location and arrangement shall be harmonious with the building design, and shall be compatible with approved signs on adjoining buildings. Signs shall have good proportions.*
- (c) Materials used in signs shall have good architectural character and be harmonious with building design and surrounding landscape. Wherever possible, signs shall be incorporated within the building components such as fascias, and/or eaves.*
- (d) Every sign shall have good scale in its design and in its visual relationship to buildings and surroundings.*
- (e) Colors shall be harmonious and used with restraint. Lighting shall be harmonious with the design. If external spot or floodlighting is used, it shall be arranged so that the light source is shielded from view.*

Sign Regulations

A request that would deviate from the City's Sign Regulations (Zoning Ordinance Section 10-4-17) as to the number of signs, aggregate sign area, sign height, etc. for a site requires an applicant to submit a plan amendment to the Master Sign Plan along with application fees to the Development Services Department for processing. Such plan must be approved by the Planning Commission prior to issuance of any permit for signs. The request must include a statement of the reasons for any requested deviations from the regulations or standards.

Sign Regulations for Wall Signs (Zoning Ordinance Section 10-4-17(G-5):

- 5. *Wall Signs:*
 - a. *Wall signs shall only be permitted in non-residential zones, except as otherwise permitted herein.*
 - b. *The area of a wall sign or combination of wall signs shall not exceed two (2) square feet of sign area for each one (1) lineal foot of business frontage for businesses that have up to fifty (50) feet of business frontage and an additional sixty-seven (.67) hundredths of a square foot for businesses with street frontage greater than fifty (50) feet, not to exceed a total aggregate area of two hundred (200) square feet.*
 - c. *In addition to the regulations of this Chapter, businesses which have more than one street frontage as defined herein may place one additional (two maximum) wall sign on premise*

provided the combined area of the signs does not exceed the area set forth in Subsection "b" above.

- d. Internally illuminated wall signs shall have an opaque background and shall be designed so that only the lettering or advertising copy is visible at night. Externally illuminated signs shall utilize light fixtures which are fully shielded and designed to focus light only on the sign surface.*

Per Zoning Ordinance Section 10-4-17(H): Master Sign Plan, specific mandatory findings are required by the Commission or City Council upon appeal when approving or amending a Master Sign Plan. These are as follows:

- *When the request involves exceeding the maximum aggregate sign area permitted under the Sign Regulations, a finding based upon a preponderance of evidence that unique site characteristics, topography, business needs or other factors exist to authorize greater sign area;*
- *That the plan's contribution to the design quality of the site and surrounding area will be superior to the quality that would result under the regulations and standards of the City's Sign Regulations; and,*
- *That the proposed signs are compatible with the style and/or character of existing improvements on the site and are well-related to each other.*

Staff Analysis: Visibility of the project site from US 50 is limited by the trees along Hangtown Creek and the *Welcome To Placerville* sign and support structure. Applicant business needs of site visibility of their highway oriented use, the site's location within the US 50 scenic highway corridor, the General Plan goals and policies that address the design, appearance and character of commercial uses within scenic areas, and City Sign Regulations are each important considerations of the Commission.

Sign Area and Materials: The business has one business frontage totaling 50 linear feet; a maximum of 100 square feet of total sign area would be authorized per the Sign Regulations for a site with 50 linear feet of business frontage. The Commission's Major Change approvals in 2010 and 2011 to SPR 90-08 included findings that because of limited visibility of the site from US 50 due to trees along Hangtown Creek, and structures and other improvements located between US 50 and the project location, warranted additional sign quantity and aggregate sign area for the business need of this highway oriented land use. These site visibility factors continue to exist. The minimal increase of 2.22 square feet over the Commission's 2011 authorization of 171 square feet maximum aggregate sign area appears justified for business need. The additions of two signs that utilize colors, materials and finishes that have continuity with the color scheme of the business and compatibility with existing, permitted and installed signs under City permits. They also are designed at a scale appropriate for their wall locations. Proposed signs are therefore consistent with the Site Plan Review design criteria and Sign Regulations of City Code, as well as goals and policies relative to business identification and visual character within downtown Placerville and the US 50 Scenic Highway Corridor.

Environmental Review: The project involves the placement and use of on-premise signs for an existing facility, therefore staff finds the request Categorical Exempt from the California Environmental Quality Act (CEQA), per Section 15311(a) of the CEQA Guidelines.

Public Notice and Comment: Ten days prior to the hearing date, notice of this proposal was mailed to property owners within 500 feet of the project site; written notice was published in the Mountain Democrat on June 14, 2019. No public comment was received as of the date the report was prepared.

Recommended Action: Based on staff's analysis of the project, it is Staff's opinion that if approved as conditioned, the request would conform to the City's Zoning Ordinance as well as the policies of the General Plan. Therefore, staff recommends the Commission take the following action:

- I. Adopt the Staff Report as part of the public record.
- II. Make the following California Environmental Quality Act exemption finding for the amendment to Site Plan Review 90-08-R3:

The project involves the placement and use of on-premise signs for an existing facility and therefore is Categorically Exempt from the California Environmental Quality Act (CEQA), per Section 15311 (a) of the CEQA Guidelines.
- III. Make the following findings for the SPR 90-08-R3 Major Change to Site Plan Review 90-08:
 - A. The project site has a Central Business District General Plan Land Use classification and Zoning designation;
 - B. The existing convenience store with gas pumps is desirable for the general public convenience, including the SR 49 and US 50 highway traveling public.
 - C. Based upon a preponderance of evidence illustrated and contained in the project's public record involving property owner business needs, along with limited visibility of the site from US 50 due to trees along Hangtown Creek, as well as structures and other improvements located between US 50 and the project site, these factors exist to authorize under Zoning Ordinance Section 10-4-17(H) sign area in excess of the maximum sign quantity and aggregate sign area provisions under the Sign Regulations.
 - D. The request as conditioned is compatible with the style, character and materials of, and are well-related to existing Master Sign Plan approved signs by the Commission in 2010 and 2011 under the Major Changes to SPR 90-08, such that it will result in a comprehensive design plan that is superior to that that would result under the regulations and standards of the City's Sign Regulations.
- IV. Based on the foregoing findings, conditionally approve the third Major Change to SPR 90-08, authorizing the addition of two new wall signs, signs five and six, as part of the Master Sign Plan program for the 88 Main Street site, with total existing and proposed aggregate sign area of 173.22, subject to the Conditions of Approval provided as Attachment 1.

Attachments

1. Proposed Conditions of Approval
2. Applicant Submittal Package: Site Plan, Sign Elevations and Construction Details

Attachment 1**Conditions of Approval
Site Plan Review (SPR) 90-08-R3 Major Change**

1. Site Plan Review shall be granted for the use as approved and conditioned by the Planning Commission. The project shall be in substantial conformance to the plans submitted and date stamped June 10, 2019, prepared by Sign Development Inc., unless otherwise modified by the Planning Commission. Any proposed future change to the site or modification to the application beyond what is authorized under this permit shall be submitted to the Development Services Department for a determination of appropriate procedures.
2. The permit shall run with the land, i.e. shall apply only to the project site at 88 Main Street; it may not be transferred to another parcel.
3. SPR 90-08-R3 shall expire and become null and void eighteen months from Planning Commission action, January 19, 2021, unless a construction permit for the improvements described in the Major Change to Site Plan Review 90-08-R3 has been obtained prior to the date of expiration.
4. A construction permit is required for all new signs. Three copies of plans, completed application and fees shall be submitted to the Development Services Department, Building Division for review.
5. All construction shall be limited to the hours between 7:00 a.m. and 7:00 p.m., Monday through Friday. No construction shall be allowed on Sunday, unless approved by the City's Development Services Department.
6. All Conditions of Approval shall be in addition to those established under Site Plan Review 90-08, the Major Change approvals in 2010 and 2011, and shall be incorporated as the Conditions of Approval for SPR 90-08-R3 by reference.

Attachment 2. Applicant Submittal Package

From Michael Ford, All Sign Services

CITY OF PLACERVILLE
PLANNING APPLICATION

Date: 5-31-2019
Zoning: CBD GP: CBD
File No: SPR 90-08-R3
Filing Fee (PZ) 350.00
Filing Fee (EN) _____
Receipt No: 22029

REQUEST FOR:

- | | | |
|--|---|--|
| <input type="checkbox"/> Annexation | <input type="checkbox"/> Boundary Line Adjustment | <input type="checkbox"/> Certificate of Compliance |
| <input type="checkbox"/> Conditional Use Permit | <input type="checkbox"/> Environmental Assessment | <input type="checkbox"/> Environmental Impact Report |
| <input type="checkbox"/> Final Subdivision Map | <input type="checkbox"/> General Plan Amendment | <input type="checkbox"/> General Plan Consistency |
| <input type="checkbox"/> Historic District Review | <input type="checkbox"/> Landscape Plan Review | <input type="checkbox"/> Minor Deviation |
| <input type="checkbox"/> Planned Development Overlay | <input type="checkbox"/> Preliminary Plan Review | <input checked="" type="checkbox"/> Sign Package Review / Amendment |
| <input checked="" type="checkbox"/> Site Plan Review | <input type="checkbox"/> Temporary Commercial Coach | <input type="checkbox"/> Temporary Use Permit |
| <input type="checkbox"/> Tentative Parcel Map | <input type="checkbox"/> Tentative Subdivision Map | <input type="checkbox"/> Variance <input type="checkbox"/> Zone Change |

DESCRIPTION: MASTER SIGN PLAN AMENDMENT UNDER SPR 90-08,
ADDITION OF TWO SIGNS

ITEMS ABOVE THIS LINE FOR OFFICE USE ONLY

City Ordinance #1577 established a Fee & Service Charge System. In some cases project review will require the services of specialists under contract to do work that City staff cannot perform. In these cases, the applicant shall pay the direct cost of these services plus fifteen percent (15%) for City Administration.

PROJECT APPLICANT

NAME Michael Ford
MAILING ADDRESS 3033 Monument Dr.
Roseville, CA 95747
PHONE 917-838-3044
EMAIL mike@allsignservices.com

APPLICANT'S REPRESENTATIVE (if different)

NAME _____
MAILING ADDRESS _____
PHONE _____
EMAIL _____

PROPERTY OWNER(S)

NAME Fuel 4 Less Corporation (Abdul Hamid) PHONE (530) 621-4959
MAILING ADDRESS 88 Main St., Placerville, CA 95667
EMAIL ADDRESS _____

SURVEYOR, ENGINEER, ARCHITECT, OR OWNER'S REPRESENTATIVE (If applicable)

NAME _____ PHONE _____
MAILING ADDRESS _____
EMAIL ADDRESS _____

I have notified the mortgage holder, which is: _____

DESCRIPTION OF PROPERTY (Attach legal deed description)

STREET ADDRESS 88 Main St., Placerville, CA 95667
ASSESSOR'S PARCEL NO.(S) 003-051-36-100
Above described property was acquired by owner on _____
Month Day Year

List or attach any Covenants, Conditions or Restrictions, concerning use of property, of improvements contemplated; as well as yard setback and area or height requirements that were placed on the property by **subdivision** tract developers. Give date said restrictions expire.

I hereby certify that the statements and information contained in this application, including the attached drawings and the required findings of fact, are in all respects true and correct. I understand that all property lines must be shown on the drawings and be visible upon site inspection. In the event that the lines and monuments are not shown or their location found to be incorrect, the owner assumes full responsibility.

I further understand that if this request is subsequently contested, the burden will be on me to establish: that I produced sufficient factual evidence at the hearing to support this request; that the evidence adequately justifies the granting of the request; that the findings of fact furnished by me are adequate, and further that all structures or improvements are properly located on the ground. Failure in this regard may result in the request being set aside, and structures being built in reliance thereon being required to be removed at my expense.

PROPERTY OWNER agrees to and shall hold the CITY, its officers, agents, employees and representatives harmless from liability for damage or claims for damage for personal injury, including death, and claims for property damage which may arise from the direct or indirect operations of the PROPERTY OWNER or those of his contractor, subcontractor, agent, employee or other person acting on his behalf which relate to this project. PROPERTY OWNER agrees to and shall defend the CITY and its officers, agents, employees and representatives from actions for damages caused or alleged to have been caused by reason of the PROPERTY OWNER'S activities in connection with the project. This hold harmless agreement applies to all damages and claims for damages suffered or alleged to have been suffered by reason of the operations referred to in this paragraph, regardless of whether or not the CITY prepared, supplies or approved plans or specifications or both for the project.

PROPERTY OWNER further agrees to indemnify, hold harmless, pay all costs and provide a defense for CITY in any action challenging the validity of PROPERTY OWNER'S project.

Applicant's Signature

Abdul Hamid
Printed Name of Applicant(s)

April 27, 2019
Date

As owner of the property involved in this request, I have read and understood the complete application and its consequences to me as a property owner.

Signature of Property Owner

Abdul Hamid
Printed Name of Property Owner

April 27, 2019
Date

Signature of Property Owner

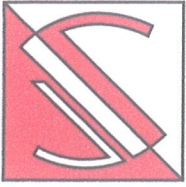
Printed Name of Property Owner

Date

NOTICE: Section 10-3-9 of the Placerville Municipal Code prohibits the occupancy of a building or a release of utilities prior to the issuance of a Certificate of Occupancy by the Building Division AND the completion of all zoning requirements and conditions imposed by the Planning Commission or City Council UNLESS a satisfactory performance bond or other acceptable security has been posted to insure completion. VIOLATIONS may result in prosecution and/or disconnection of utilities.

A Notice of Public Hearing and Staff Report will be prepared for applications requiring public hearing(s). Two Wednesdays prior to the hearing date, the Notice of Public Hearing will be sent to the Applicant and Owner; on the Thursday prior to the hearing date, the Staff Report will be sent to the Applicant and Owner. Notices and Staff Reports will be sent via email if addresses have been provided; if not, the documents will be sent to the mailing addresses provided on this form. Please list below any alternate or additional recipients, along with their contact information, or any alternate instructions for sending these materials to the Applicant or Owner.

MICHAEL FORD (917-838-3044, mike@allsignservices.com)
3033 MONUMENT DR.
ROSEVILLE, CA 95747



Sign Development Inc.

License #576277

June 6, 2019

City of Placerville
3101 Center Street
Placerville, CA, 95667

Re: Project Narrative
Fuel 4 Less
88 Main Street
Placerville, CA 95667

RECEIVED

JUN 10 2019

CITY OF PLACERVILLE
DEVELOPMENT SERVICES DEPT.

To Whom It May Concern:

We are pleased to be submitting plans for review of the existing "Fuel 4 Less" fueling facility and convenience store. Our goal is to give this station the highest quality of development, all while meeting the satisfaction of the City, Community and Business owner.

Our proposal will only include two illuminated wall signs. One will be located on the building and the other will be located on the North side of the canopy fascia. The proposed canopy sign will be the same size as the two other existing signs which are under 6 sq.ft. Installing this canopy sign is essential to the fact that it will give customers visibility from all sides of the canopy, including a more cohesive look to all visible sides of the canopy fascia. The proposed building sign will be installed centered on the building facade. It is 15.50 sq.ft. reading "Food Mart". There is currently no building sign on the fascia to advertise the owner's convenience store. Having this building sign will not only be beneficial to the owner but to the community by enhancing the visual appearance of the convenience store and give motorist a chance to clearly see this convenience store.

We are positive that it is in the interest of the City, Customers and owner for this business to succeed, grow and flourish. We are only asking for a small amount of extra sign area to be displayed so this business has a chance of advertising products and services. We want to reassure the City of Placerville that our proposal will not diminish or impair property values within the neighborhood.

We are looking forward to getting this project underway and hope to have your full support to bring this Facility and Community a superior design. Please feel free to contact us, should you have any questions or concerns.

Sincerely,
Sign Development Inc.

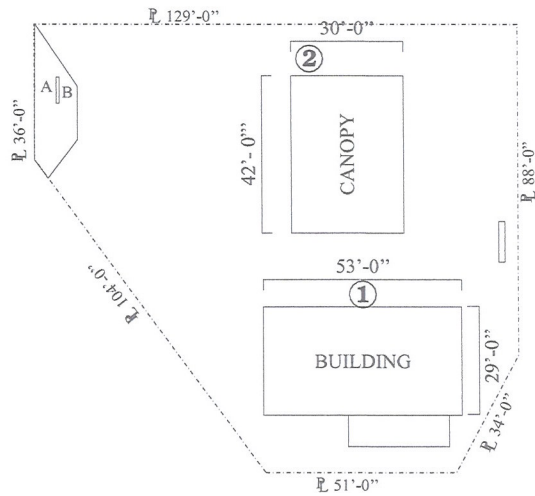
Project Description – Design Intent Narrative
Fuel 4 Less
88 Main Street
Placerville, CA 95667

We are proposing to install two new signs to this existing fueling station/Convenience Store. The current MSP will be amended by allowing 1 additional sign on the canopy on the south elevation previously approved by planning. The second sign will go on the building for the convenience store.

RECEIVED

MAY 31 2019

CITY OF PLACERVILLE
COMMUNITY DEV. DEPT



SITE PLAN
SCALE: 1/32" = 1'-0"



EXISTING SITE

DESCRIPTION OF PROPOSED SIGNS:

TYPE	SIGN COPY	DIMENSIONS	AREA
① Building Sign	Food Mart	1'-6" x 10'-4"	15.50 Sq.Ft.
② Illuminated Canopy Sign	Fuel 4 Less Logo	2'-9" x 2'-9"	5.94 Sq.Ft.



Sign Development Inc.

License #576277

Upland, CA 91786 (909) 920-5535

CUSTOMER APPROVAL

SIGN AND PRINT FULL NAME

DATE

NO. U7420

PAGE: 1 OF 6

DATE: 03.05.19BA

REV: 03.07.19BA 03.21.19BA 03.28.19SM

04.05.19BA



88 MAIN ST.
PLACERVILLE, CA 95667
APN: 003-051-36-100

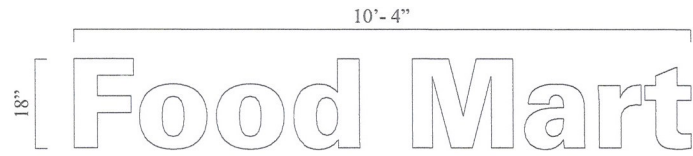
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PROPOSED BUILDING



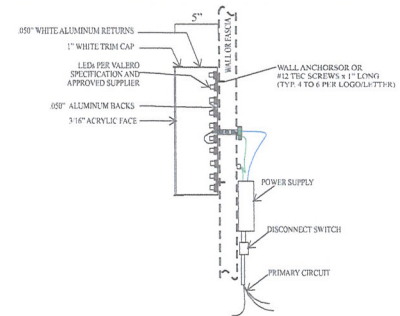
EXISTING BUILDING



SCALE: 3/8"=1'-0"

- ⑥ INSTALL INTERNALLY ILLUMINATED CHANNEL LETTERS TO BUILDING FASCIA ON RACEWAY 15.50 sq. ft.

CHANNEL LETTER DETAILS LED ILLUMINATION



Sign Development Inc.

License #576277

Upland, CA 91786 (909) 920-5535

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CUSTOMER APPROVAL

SIGN AND PRINT FULL NAME

DATE

NO. U7420

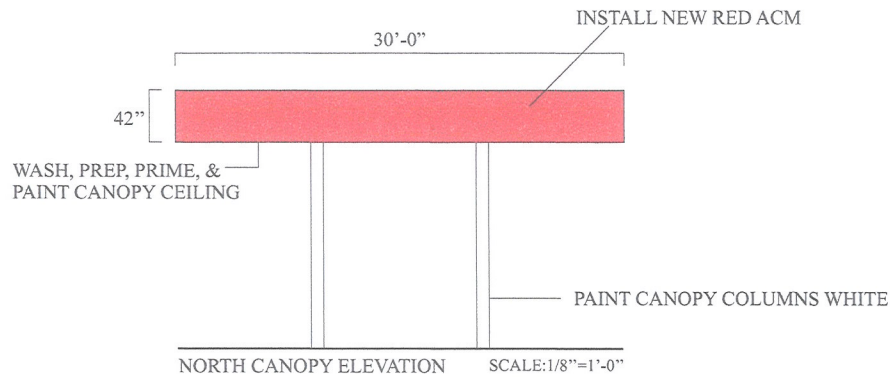
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04.05.19BA 04.08.19BA

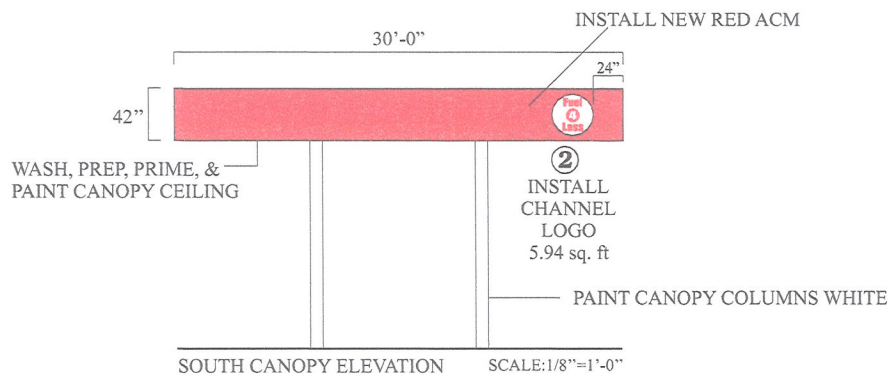


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APN: 003-051-36-100

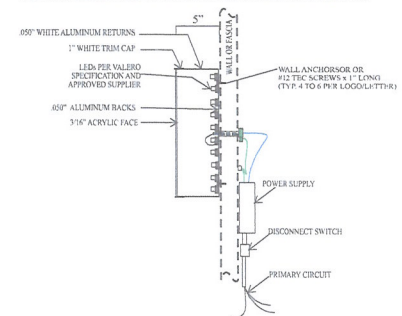


EXISTING NORTH CANOPY ELEVATION

REMOVE ALL AD SIGNS AND BANNERS FROM CANOPY COLUMNS.
 PAINT CANOPY COLUMNS WHITE.
 PAINT ISLAND CURBS BLACK.
 PAINT ALL BUMPER POLES RED.
 INSTALL NEW TANK TAGS.



CHANNEL LETTER DETAILS LED ILLUMINATION



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CUSTOMER APPROVAL

SIGN AND PRINT FULL NAME

DATE

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